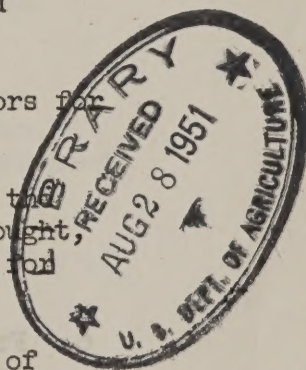


CLOTHING STUDIES\*

1. Studies made to determine how many women sew agree that about one-half of the homemakers in the United States do some dressmaking type of sewing. (Ref. 4)
2. Sewing was the subject of greatest interest to the homemakers in the Lubback County, Texas study. Other studies have shown sewing to be of great interest. (Ref. 13)
3. In the Minneapolis, St. Paul clothing inventory study, 1948-49
  - (a) Gift of clothing was by far the most important source except purchased new, ready-to-wear.
  - (b) Although 60 percent of the girls and 40 percent of the wives in families studied added one or more home-made articles to their wardrobes in 1948-49, in terms of all clothing acquired during the year, home-made clothing ranked far below gifts as a source of clothing.
  - (c) Homemade garments of the following types were most important for the wives: house dresses, separate skirts and aprons, (about 1/4 of these were homemade)
  - (d) Only about 1/5 of the girls and 1/8 of the boys acquired one or more made-over garments.
  - (e) Over a third of both the boys and girls received one or more handed-down garments during the year. Important source for girls snow suits, suits, jackets, skirts; for boys; ski pants, shirt-pants outfits, year-round suits and bathrobes.
  - (f) Neither age of child nor income were important factors for clothing from supplemental sources.
  - (g) Income was a factor in the average expenditures for the various types of garments, in the average numbers bought, in the percent bought and in the total expenditures for clothing.
  - (h) The younger husbands and wives owned larger numbers of many types of garments than did the older husbands and wives. The younger wives as well as the younger husbands, showed a preference for sport or casual clothing. The younger wives showed greater interest in having greater variety of clothing.

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\*Assembled by Alice Linn, Extension Clothing Specialist, Extension Service, USDA, for Western State Regional Conference, July 1951





- (i) Girls aged 2-5, on the average owned 10 dresses; boys, 2-5, owned 12 shirts.
  - (j) The husbands owned, on the average, 3 coats, 4 hats and caps, 3 suits, 5 pair of trousers, 14 shirts, 18 pairs of socks, 4 pairs of shoes and 18 ties. The wives, on the average, owned 3 coats, 4 hats, 5 house dresses, 6 other dresses, 9 pairs of hosiery, 6 pairs of shoes and 5 pairs of gloves. (Ref. 1-5)
4. In a home sewing survey among home demonstration club members in Coahoma County, New York, 1949; (Ref. 6)
- (a) A few less than  $3/4$  did not feel confident about sewing
  - (b) Ninety-three percent of the women would sew more if they knew more about it.
  - (c) Ninety percent said they believed it cheaper to buy clothing than to make it.
5. In a Maine study of the sewing and clothing interests of girls from 10-18;
- (a) The mother's or parent's decision about the price of suits and coats is important at all ages.
  - (b) Over three-fourths of the 16-18 year olds decide the style of suits and coats they will buy.
  - (c) Color choices are made by the girl more frequently than any other in buying suits and coats.
  - (d) Nearly 90 percent of the 16-18 year olds decide or help decide on the blouses, skirts and dresses they need. The opposite is true for the 9-12 year olds.
  - (e) When buying new clothing, color to go with articles already owned was most important.
  - (f) Becomingness was the biggest single point in determining style of garments.
  - (g) Wanting to know best color was greatest single expressed interest in learning about clothing selection
  - (h) Eighty-nine percent of the homes had sewing machines
  - (i) Fifteen percent of the girls were not allowed to use a sewing machine
  - (j) The greatest number, about  $3/4$ , received sewing training at home. (Ref. 7)
6. From an investigation by Boyles in New Mexico to develop a clothing program of 4-H Clubs in New Mexico;
- (a) One half of the girls earned money outside the home. Eighty percent of those earning money purchased clothing with part of their earning.
  - (b) Forty-two percent of the girls selected their clothing without assistance.
  - (c) Dislike of their garments they had made was expressed by 7 percent



- (d) Ninety-three percent of the homes represented had sewing machines, however, 21 percent of the juniors reported they were not permitted to use the sewing machine
  - (e) Approximately 70 percent of the girls recognized their families as most important source of help in solution of their clothing problems (Ref. 8)
7. In a study of management and equipment problems related to planning home sewing centers, 1951, Rexroad, West Virginia found:
- (a) Ninety-five percent of the homes had sewing machines and they used 24 different places for storing them. Most popular were bedroom, dining room, and living room. Only 10.7 percent had sewing rooms.
  - (b) Sixty-four percent do most of their sewing in the winter and 30 percent in the spring. Most of the sewing was done in the afternoon.
  - (c) They preferred dining room for cutting. Most of them pressed garments while sewing and in the kitchen more often than in any other room.
  - (d) Fifty-two storage places for mending were listed. On the sewing machine was named most frequently.
  - (e) Three fourths of the women preferred to sew on the first floor. They do not plan to have separate rooms for sewing.
  - (f) Two-thirds of the women prefer to leave sewing machines open and to leave garments out until sewing is completed.
  - (g) At least 89 percent reported electricity, but 73 percent used treadle machines. Electric irons were used by 76 percent. (Ref. 9)
8. In a study of the home sewing practices of married home economics graduates by Ledbetter of Oregon, 1950:
- (a) Sixty percent indicated that they were not adequately prepared in the technique of "fitting a garment to one's self."
  - (b) Sixty-four percent indicated that instruction in the care and repair of a sewing machine was not adequate.
  - (c) Only 50 percent felt that they were sufficiently prepared in pressing techniques. (Ref. 10)
9. In a study of the preschool child's clothing in white families of Radford, Virginia, by Blake in 1949:
- (a) The clothing wardrobe of the preschool child varies greatly from one family to another in total cost and in number of garments. (In 100 families total garments varied from 19 to 105, shoes from 1 to 4 pairs, price of shoes from \$1.98 to \$7.00.)



- (b) Approximately three fourths of the garments were purchased by the mother, 12.4 percent were homemade, 11 percent were gifts and only 3.2 percent were hand-me-downs.
  - (c) Of the 100 homemakers, 67 had no knowledge of what "self-help" meant.
  - (d) Factors which should be considered when purchasing children's clothes seemed fairly well crystallized in the minds of the homemakers. They placed durability first and price second.
  - (e) Among the changes homemakers would like to see made in children's clothes, price more in line with quality ranked first and three sizes in each age group ran second.
  - (f) The most common difficulty associated with fabric centered around laundering. Forty-percent of the homemakers had trouble with colors running and 35 percent found garments hard to iron.
  - (g) Few homemakers returned to the retailer garments that had not given satisfaction. Reasons were:
    - (1) They felt unable to get an adjustment after the garment was worn,
    - (2) The time and effort necessary to return the garment and go through the necessary procedure to apply for an adjustment. (Ref. 11)
10. In a study of preferences for clothing for girls from three to six of a group of mothers who were home demonstration leaders, by Johnson in Kansas in 1949: (Ref. 12)
- (a) Only 4 items out of the 32 that were found in a girl's wardrobe were used by all. These were dresses, underwear, anklets, and shoes.
  - (b) Children received many gifts.
  - (c) Mothers were making over only a few garments.
  - (d) The use of hand-me-downs were small.
  - (e) Mothers expressed a decided preference for two-piece snow suits, princess coats, pull on tee shirts; cardigan sweaters; two piece pajamas, set-in sleeves, blouses with front openings; and dresses that open in the back.
  - (f) Mothers named red and blue as their color preference.



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